

MORRIS AVENUE



GAZETTE



MORRIS AVENUE OPENS!

Birmingham, Alabama— August 30, 1974

published by *Charlie's* 1978

A dream became a reality today at 12:00 High Noon—Mayor George Seibels—holding high the largest pair of scissors ever—cut the ribbon officially opening Morris Avenue.

The hoop-la began with a grand parade—originating at Woodrow Wilson Park and wending its way down Birmingham Green (another of those completed projects that "some" said would never get off the ground). There were Antique cars, bands, banners, clowns and all that goes into making a parade.

The entourage stopped in the first block of Morris Avenue in front of the Old Douglass Brothers Produce Building—no longer in a state of decay for lack of anything more important to do than house a few pigeons and thousands of memories of an era that was and is no more. Today the grand old edifice is alive again—her dignity restored once more—for today her doors, beautifully adorned and bearing new "old" stained glass, are opened wide welcome everyone to the Grand Opening Celebration of Diamond Jim's.

Millie Wathen and "Diamond" Jim Cobb are elated to see all their long hours of work culminate in the long-awaited opening of the beautiful turn-of-the-century establishment.

Their Manager, L. J. Griffiths was about to propose a toast when Angie Proctor rushed up to announce that Bob Moody had just passed out—either from exhaustion or sheer disbelief!! After we revived him with a Diamond Jim Royal Flush, he talked incessantly about Morris Avenue much the same as a new father babbles in shock after the birth of his first-born. He IS the Father of Morris Avenue you know. I asked how it all started and he related the following to me in his typical slow-talking manner: "When I came to Birmingham", he said, "it really was exciting. There were a hundred things I wanted to paint and Morris Avenue was one of them. But I painted two or three and then I never did get much of a painting." So he decided to do something about it. "Somebody, sometime, would have developed Morris Avenue—it was a natural," Moody said, "but I wanted to be the one. I didn't want to see it become another Bourbon Street that just comes to life after dark—or even another Underground Atlanta. I wanted Morris Avenue to become something that everybody could enjoy all day long. And I think that's what it is going to be."

He gestured toward Diamond Jim's, Alex Cassimus' Peanut Depot, which had been there since long before Bob Moody ever saw Morris Avenue, much less thought about restoring it and turning it into downtown's most enjoyable day and night spot.

He also pointed out that Victoria Station is under construction with their largest restaurant ever—opening soon—featuring potable spirits and prime rib. The Cobble Stone is also under construction in accor-



dance with recommendations of the Architectural Review Board.

Randall Oaks roared up in his articulate hand-made roadster, "glad-handling" everyone and beaming that his Oaks Street is now under construction and very optimistic about an early opening.

The Douglass' Sr. and Jr. were on hand for the festivities looking very pleased about the transformation of their building and Bob, Jr. was busily handing out lease forms and ball point pens.

Paul Mayer—the soft-spoken wizard of the Metropolitan Development Board was unable to speak—even softly—his voice had failed

him due to sheer over-exertion in the persuasion as he traveled far and wide proclaiming "Morris Avenue is coming—sign up now or you'll be sorry!!!"

It's getting late in the afternoon now as I seek out Millie and Jim to tell them what a fabulous time I've had, congratulate them and tell them what a fantastic place Diamond Jim's is going to be. I found them in a corner, huddled together with Robert Radney, Millie's fiancé, Bob and Betty Moody, and L. J. and Mary Ellen Griffiths singing "It's Only Just Begun"—I listened briefly . . . and stole quietly away thinking "how true".



Morris Avenue Fountains Flourish

Phillip Morris (of no relation to the Avenue), is awaiting the arrival of the last of three fountains selected for Morris Avenue. These fountains, designed by Terresa Berdeni of Rome, Italy,

are adaptations of "RSPQ" Fountains produced in 700 A.D. Morris has combined beautifully these decorative, functional fountains with the Victorian Architecture of Morris Avenue.

'TOO MUCH,' SAY CITY OFFICIALS

Weary city officials with blisters on their ribbon-cutting hands, tired but exuberant, congratulate the management of Morris Avenue and the people of Birmingham for yet another achievement during the sensational 70's. "Morris Avenue, on the heels of Birmingham's Centennial, Birmingham Green, the Civic Center and the Birmingham Americans Pro Football team, should signal for all to see that Birmingham is truly a dynamic city," says our Mayor.

ECONOMIC STUDY PROVES TRUE

Comparative economic studies used in the development of Morris Avenue have proven to be amazingly accurate.

The extensive study was developed by the Atlanta firm of Kerr & Forster.

One projection in this study predicted, for the month of August before the grand opening, 59% of the visitors to Morris Avenue to be tourist. This percentage, by Chamber figures, was accurate to within 2%. The study further predicts tourism figures to reach 70% by spring of 1975.

Gross income figures are projected to be \$800,000 per 100,000 leasable sq. ft. per month by December of 1975.

One of the survey factors considered to be a strong plus for the Morris Avenue project was downtown lunch traffic. All indications are this traffic will run far ahead of expectations in the very near future.

LEGISLATORS CHANGE LIQUOR LAWS AFTER MORRIS AVE. STORY

A recent special session of the Alabama State Legislature passed a bill enabling establishments on Morris Avenue to serve draft beer. This special legislation, sponsored by the entire Jefferson County Legislative delegation, was unprecedented in Alabama history.

The chairman of the Jefferson delegation stated that the historic significance of Morris Avenue and the impeccable reputation enjoyed by this project contributed greatly to its near-unanimous support.

2125 MORRIS AVE.

251-2124

CIVIC CENTER
MAKES IT

As the Civic Center planning began back in the sixties, there was strong concern from some quarters that this complex could not be supported by the City of Birmingham, it could not be supported with the food and shelter accommodations, and surely could not offer the entertainment and fun to attract the conventions and trade shows so vital a part of the Civic Center.

But as the planners of the Civic Center could foresee, it would cause things to happen. During 1970 and 1971 three major hotel renovations were completed, the addition of 550 motel rooms and 160 rooms added to existing hotels. General improvement and renovations to numerous eating places were also completed. Then came Morris Avenue. This not only provides the entertainment and fun for conventions and trade shows, but brings thousands of visitors to Birmingham on its own merit. So, the Civic Center really causes things to happen. And Morris Avenue will cause things to happen too.



Architectural Firm Top Ten

Tutwiler-Moody Associates, Inc., Architect on various Morris Avenue projects, have been selected for the "Who's Who" of the architectural world by BUSINESS NEWS MAGAZINE. Ten firms from throughout the country are selected annually for the honor. Basis for selection is civic contribution through quality architecture and the awareness of civic needs.

At the presentation of this award, Bob Moody speaking for the firm, expressed his thanks to BUSINESS WEEK and to the business and civic leaders responsible for the nomination.



Get Plump!

LORING'S Fat-Ten-U and Corpula Foods Make the Thin Plump and Comely and impart Vim to the Debilitated — They Cool the Blood and Prevent Unpleasant Perspiration



These foods cure nerve and brain exhaustion, which you know as general debility or nervous prostration. They make pale folks pink and thin folks plump and weak folks well and despairing folks happy. Women have learned that they more than take the place of all female remedies and regulators. They will make you young all your life. You know it is better to be a young old man or woman than a prematurely old young man or woman.

The portrait above is that of Mrs. Sara Montgomery Wade, Vincennes Avenue, Chicago, who writes: "In six weeks Loring's Fat-Ten-U and Corpula Foods increased my weight 32 pounds, gave me new womanly vigor and developed me finely. They should be used in hot weather, as they keep you cool and make you well."

No "tonics," "nervines," "sarsaparillas" or other medicines are necessary when Fat-Ten-U and Corpula are used. Corpula, \$1.50 a bottle. Fat-Ten-U, \$1 and \$2 a bottle. Send for a free copy of "How to Get Plump and Rosy" and instructions for improving the bust and form.

A Month's Treatment, \$2.00

Write to our Chicago Medical Department about your thinness or about any other medical question. Our physicians will advise you free of charge.

Send letters and mail, express or C. O. D. orders to Loring & Co., Proprietors. To insure prompt reply, mention Department as below. Use only the nearest address:

LORING & CO. DEPT. 119.
No. 42 West 22d Street, New York City.
No. 5 Hamilton Place, Boston, Mass.
No. 115 State Street, Chicago, Ill.

MORRIS AVENUE
GAZETTE

appetizers

fresh shrimp cocktail	2.95
baked fresh onion soup	.95

entrees

(salad bar included with all entrees)

char-broiled chicken	4.95
chopped sirloin steak	4.95



house special

roast duckling a l'orange served with wild rice and pecan dressing	8.95
--	------



char-broiled pork chops with baked apple	6.50
---	------

the beef kabob ~ a skewer of marinated beef cubes, peppers, mushrooms, onions, and tomato	6.95
---	------

rib eye steak marinated	7.95
new york cut sirloin strip steak	8.95
filet mignon marchand de vin	9.95

THANKS TO MANY

Our hats are off to the great people who make up the various departments of the City of Birmingham as well as the Public Utilities for their abiding faith—hope—courage—patience and, most of all, flexibility in working with us to make Diamond Jim's a reality.

Myron Sasser and Bill Jay are breathing a sigh of relief—they never knew what Millie Wathen was going to ask for next. All of the inspectors in their department agree unanimously on this.

Cletus Broyles and Sam Hill are exhausted as a result of removing cobblestones from Morris Avenue—they took the last one off and hurriedly patched the street only five minutes before the parade began.

We commend the following "unemployed" for their "expertise" in getting the job done: Alabama Power—John Taylor, Dick Gammon, Darrell Piatt and John Hood. Alabama Gas—Garland Pate, Bruce Inglis. South Central Bell—J. H. Baker. Birmingham Water Works—J. L. Herren and C. D. Colle.

THERE NOW!!! It WAS possible. The daring and cunning of these individuals was such to complete this project that their respective employers have asked the Public Service Commission for rate hikes to avoid bankruptcy.

Bob Moody, Angie Proctor, Oscar Pardue, Myron Sasser and Charlie Moss, members of the Architectural Review Board, departed Birmingham this afternoon and will be guests of President Gerald Ford at a very posh reception in their honor. They have been awarded national recognition for their work on Morris Avenue. Morris Avenue, Old Town-Up Town, was chosen over all the other like restoration areas in the country as the most authentic by the National Historic Preservation Society.

"TIME" Reports "return o sentimentality"

Birmingham folks are not prone to gaze backwards, mesmerized by their own history, yet are not without emotion for times past.

Morris Avenue was named for Josiah Morris of Montgomery, who furnished funds for the Elyton Land Company which purchased most of the land in the vicinity.

Morris Avenue grew up by the railroad, shipped by the railroad, and had its character and destiny shaped by the railroad. Morris Avenue was a bustling produce center, similar in charm to the European market place—rich in German influence as a result of new steel technology used in the new and booming steel industry of the area. Morris Avenue was rich in the odor of fish and feed; hay and horse manure. Rich in the sound of horse and wagon on cobblestone streets and the cry of the street vendors.

Oblivious to the society columns of the newspapers telling in glittering detail of the goings on in the "Gilded Age," Morris Avenue adapted as best it could while other cities were being hit by fires, earthquakes and the Gibson Girls.

Things are changing over our way
Better than they were by far,
No more longing; no more sighing;
Father's gone and bought a car.

But we've sold our mules and horses,
All those beasts have had their day,
Father merely smokes and mentions,
"Take the Ford and rake the hay."

Technology is beyond comprehension, machinery has increased enormously the speed and volume of production, yet for each generation there had been and would be an accumulating inheritance. The past lived in the present and would lend its impulse to the construction of the future. Morris Avenue is an inheritance intangible, and it confers on all of us a consistency, a sense of identity and its flavor and warmth of the past gives us security and stability for the present. Long Live Morris Avenue.

u.s. choice porterhouse 8.95
t-bone

roast prime of beef, au jus 8.95

charlie's petite filet marinated 6.50
chateaubriand ala

jardenire for two 27.50

filet of red snapper ~ broiled with
lemon butter sauce 7.50

a charlie's creation

filet of beef stroganoff ~ tenderloin
slices sauteed, then finished in a sauce of fine
wine and sour cream, with a timbale of rice

7.50



shrimp ala Charlie's ~ sauteed
shrimp, flambéed in sherry, served on a
bed of rice pilaf, smothered in
espagnole sauce. 7.50

alaskan king crab legs ~ crab legs in
drawn butter 8.95

(please check our wine list)

baked potato .50 mushrooms 1.50

desserts

black forest cake .95

cheese cake delight 1.25

homemade apple pie .65

Charlie's presents ~

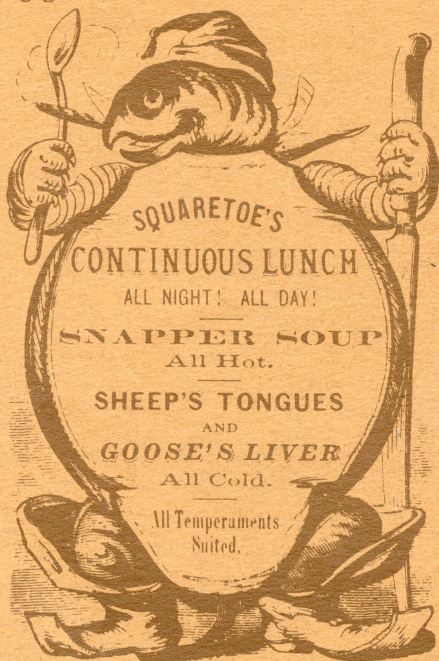
WITS OT HER END



8
7
9
reservations:
~ satirical comedy at it's best !!! ~ **wits**

Lunch Trade Has it Made

Downtown lunch traffic on Morris Avenue has exceeded all expectations as shoppers and downtown employees rush to the numerous eating places on Morris Avenue. The unexpected boom is due to the variety of places and diversity in providing exactly the food and atmosphere for area workers and luncheon engagements.



Holmes & Co. BATHING JERSEY SUITS

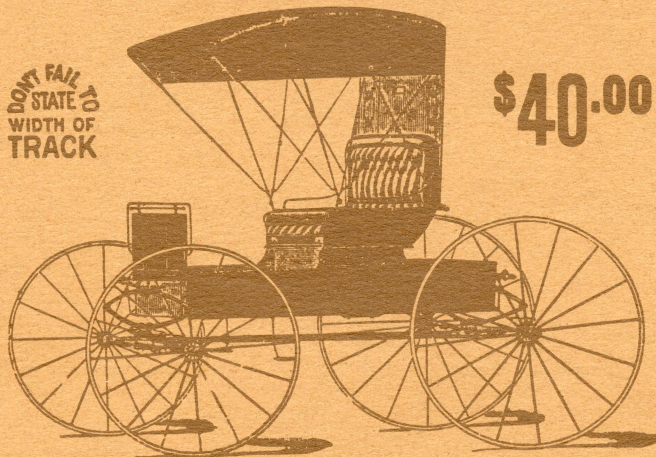
READERS IN VICINITY OF BOSTON CALL & EXAMINE.

TAKE ELEVATOR SEND STAMP FOR CATALOGUE



Happy Herman's LIVERY

OUR NEW MODEL \$40.00 BUGGY.



DON'T FAIL TO STATE TO WIDTH OF TRACK

\$40.00

No. 11R233
GENERAL DESCRIPTION.
BODY—Body 22 inches wide by 54 inches long, bottom measurement. Full round corners to seat and body. Can furnish 19-inch body if desired.
GEAR—1500-mile axle, 11-inch fantail; reaches are ironed full length and braced with wrought iron stay braces, rear circle fifth wheel, three-plate elliptic spring in front and four-plate in rear, quick shaft coupler.
WHEELS—Sarven's patent wheels, screwed rims, full bolted. Front wheels, 38 or 44 ins. high; rear wheels, 42 or 44 ins. high; tired with 1/2 or 1-in. steel tires.
UPHOLSTERING—The buggy is upholstered in a 14-ounce imported wool dyed green body cloth, high solid panel back. Full padded seat ends.
PAINTING—Body black, neatly and modestly striped; gear, dark Brewster green with appropriate striping. Can furnish carmine gear if desired.
MOUNTING—Fancy nickel dash rail, Brussels toe carpet, front panels of body lined with Brussels carpet.
TOP—Three bow, leather quarters; top is lined throughout with a good quality of head lining, lined back curtain. Can furnish four-bow top if desired.
No. 11R233 Price, fitted with best steel tires..... \$40.00
Price, fitted with 1/2-inch best Goodyear rubber tires..... \$2.45
Price, fitted with 1-inch best Goodyear rubber tires..... \$5.50
EXTRAS.
Full leather top in place of leather quarter..... 3.00
Pole complete in place of shafts..... 1.25
Both pole and shafts..... 3.00
Leather cushion and back..... 1.50

BEWARE!!

Notice to Certain "LADIES" of TOMBSTONE

All SHADY "LADIES" of TOMBSTONE are hereby ordered to remain on the SHADY SIDE of all STREETS in our beautiful, quiet town.

Among those to whom this order applies are:

AMAZON AMY • BIG NOSE BERTHA
BUBBLES BERWICK • FEET FERRELL
FORMALDEHYDE FLO • FOOT LOOSE
FLOSSIE • KEROSENE KATE
FIFI L'AMOUR • MAGGIE the MAGPIE
MOLLY the MOOCHER • TOOTS TUOHY
TYPHOID TESSIE, and about twenty others best known to yourselves.

If found "off-limits" and you are on the Sunny side of any of our streets, there is a place waiting for you in our quiet jail for an indefinite period—or—you can leave town for good and that will be good for Tombstone.

"Doc" Linton,
Sheriff of Tombstone
Tombstone, Arizona—Jan. 23; 1882

MARTINI

This drink was first made at the Waldorf-Astoria in New York, in the "Gay 90's." And it was named after a Mr. Martinez of New Orleans for whom it was made.

